

Who is the customer?

What is their problem?

1. What events occur to trigger this process?

2. When or where does it happen?

3. With what frequency does the problem occur?

4. Who else is affected/involved and how?

5. How is this problem solved today?

6. What is frustrating about this?

7. What is time consuming about this?

8. What causes this to go off-track?

9. Why is this a bleeding neck problem?